Amendments to the claims:

This following listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of claims:

1–137. (canceled)

138. (new) A method of delivering ads on an electronic device comprising:

providing a plurality of media files available for download by an electronic device;

allowing a user to select a subset of the plurality of media files for download;

receiving the subset of media files at the electronic device;

storing the subset of media files in a memory of the device;

receiving a plurality of ad files at the electronic device for storage in the memory of the device;

at the device, permitting a user to select a first ordering of the media files stored in the memory for playing by a media player program;

for the first ordering, based on ad positioning rules, using a processor of the device, automatically generating a first sequencing of ad files to be played during playing of the media files in the first ordering,

wherein a first ad file is to be played after an end of a first media file and before a beginning of a second media file in the first ordering, and

a second ad file is to be played after an end of a third media file and before an a beginning of a fourth media file in the first ordering;

after generating at the device the first sequencing of ad files, permitting the user to alter the first ordering to create a second ordering of the media files,

wherein the user can alter the first ordering by navigating from within the first media file to another media file; and

for the second ordering, based on the ad positioning rules, using a processor of the device, automatically generating a second sequencing of ad files to be played during playing of the media files in the second ordering,

wherein the second sequencing of ad files is different from the first sequencing of ad files.

139. (new) The method of claim 138 wherein each media files stored in the memory does not include an embedded ad.

140. (new) The method of claim 138 wherein the user can alter the first ordering by navigating within the first media file.

141. (new) The method of claim 138 wherein the ad positioning rules are stored at the device.

142. (new) The method of claim 138 comprising:

before the automatically generating the first sequencing of ad files, receiving the ad positioning rules at the device,

wherein the second sequencing of ad files is automatically generated without receiving different ad positioning rules than used when generating the first sequencing of ad files.

143. (new) The method of claim 138 comprising:

at the device, playing the first ad file stored in the memory of the device as specified in the first sequencing of ad files, wherein the first ad file is played without streaming of the first ad file.

144. (new) The method of claim 138 comprising:

at the device, playing the first media file stored in the memory of the device, wherein the first media file is played without streaming.

145. (new) The method of claim 138 wherein the user can alter the first ordering by jumping out-of-sequence from a first elapsed time in the first media file to a second elapsed time in the first media file.

146. (new) The method of claim 138 wherein in the second sequencing of ad files, the second ad file is not played immediately after the end of a third media file.

147. (new) The method of claim 138 wherein the first sequencing of ad files specifies that no ad file is to be played immediately after the fourth media file, and

after the user alters the first ordering to obtain the second ordering, the second sequencing of ad files specifies that a third ad file is to be played immediately after the fourth media file.

148. (new) The method of claim 138 wherein the receiving the subset of media files at the electronic device is from a first server and comprises:

at the first server, checking whether a fifth media file has an ad requirement;

if the fifth media file has an ad requirement, sending a notification to a second server, different from the first server, to deliver a third ad file associated with the fifth media file to the device;

when the fifth media file has an ad requirement, at the device, receiving the third ad file; and

when the fifth media file does not have an ad requirement, not sending a notification to the second server not to deliver the third ad file to the device.

149. (new) The method of claim 138 wherein the receiving the subset of media files at the electronic device comprises:

checking whether each of the subset of media files has an ad requirement;

when a fifth media file of the subset has an ad requirement, after receiving the fifth media to the device, receiving a third ad file associated with the fifth media file as one of the plurality of ad files received at the device; and

when a sixth media file does not have an ad requirement, after receiving the sixth media at the device, not delivering an ad file associated with the sixth media file to the device.

150. (new) The method of claim 149 wherein the sixth media file does not have an emdedded ad, and the automatically generating a first sequencing of ad files specifies that an ad file is not played immediately after the sixth media file.

151. (new) The method of claim 138 wherein the ad positioning rules specify that one of the ad files will be played between media files, and after a specified amount of elapsed time of media files played by the media player program.

152. (new) The method of claim 138 wherein the ad positioning rules specify an ad file will be played between media files, and after a specified number of he media files have been played by the media player program.

153. (new) The method of claim 138 wherein the automatically generating a second sequencing of ad files is performed without receiving additional ad files than received before the first sequencing of ad files was generated.

154. (new) The method of claim 138 wherein the ad files are stored separately from the media files.

155. (new) The method of claim 138 wherein the permitting the user to alter the first ordering of playing of the media files comprises a set of operations comprising:

the user advancing from playing of the first media file to the third media file before the reaching an end of the first media file,

the user removing the second media file from the first ordering before the second media file is played by the media player, and

the user adding a fifth media file to the first ordering,

wherein when the user performs one of the set of operations, the second sequencing of ad files is automatically generated after that operation.

156. (new) The method of claim 138 wherein the permitting the user to alter the first ordering of playing of the media files comprises a set of operations comprising:

the user skipping playing the second media file in the first ordering.

157. (new) The method of claim 138 wherein the permitting the user to alter the first ordering of playing of the media files comprises a set of operations comprising:

the user replacing the second media file in the first ordering with a fifth media file.

158. (new) The method of claim 138 wherein the permitting the user to alter the first ordering of playing of the media files comprises a set of operations comprising:

the user requesting a randomized presentation of media files.

159. (new) The method of claim 138 wherein the first sequencing of ad files comprises a sequence for only ad files stored in the memory of the device.

160. (new) The method of claim 138 wherein the memory comprises permanent storage of the device.

161. (new) The method of claim 138 wherein the memory comprises temporary storage of the device.

162. (new) A method of delivering ads on an electronic device comprising:

receiving a plurality of media files at the electronic device;

storing the media files in a memory of the device, wherein each media files stored in the memory of the device does not include an embedded ad;

receiving a plurality of ad files at the electronic device for storage in the memory of the device;

receiving ad positioning rules at the media device;

at the device, permitting a user to select a first ordering of the media files stored in the memory for playing by a media player program;

for the first ordering, based on the ad positioning rules, automatically generating at the device a first sequencing of ad files to be played during playing of the media files in the first ordering;

after generating at the device the first sequencing of ad files, permitting the user to alter the first ordering of playing of the media files to create a second ordering of the media files stored in the memory for playing; and

for the second ordering, based on the ad positioning rules, automatically generating at the device a second sequencing of ad files to be played during playing of the media files in the second ordering, wherein the second sequencing of ad files is different from the first sequencing of ad files,

wherein the permitting the user to alter the first ordering of playing of the media files comprises a set of operations comprises

the user advancing from playing of a first media file to a second media file in the first ordering before the reaching an end of the first media file,

the user removing a third media file from the first ordering before the third media file is played by the media player, and

the user adding a fourth media file to the first ordering,

wherein when the user performs one of the set of operations, the second sequencing of ad files is automatically generated after the operation, and

the second sequencing of ad files specifies that an ad file is played after an end of a media file in the second ordering and before a start of a next media file in the second ordering.

163. (new) The method of claim 162 wherein the set of operations comprises

navigating out-of-sequence from a first elapsed time within the first media file to a second elapsed time within the first media file.

164. (new) The method of claim 162 wherein the receiving the media files at the electronic device is from a first server and comprises:

at the first server, checking whether a fifth media file has an ad requirement;

when a fifth media file of the subset has an ad requirement, sending a notification to a second server, different from the first server, to deliver a fifth ad file associated with the fifth media file to the device;

when the fifth media file of the subset has an ad requirement, at the device, receiving the fifth ad file; and

when the fifth media file of the subset does not have an ad requirement, not sending a notification to the second server to deliver an ad file associated with the fifth media file to the device.

165. (new) The method of claim 162 wherein the receiving the subset of media files at the electronic device comprises:

checking whether each of the subset of media files has an ad requirement;

when a fifth media file of the subset has an ad requirement, after receiving the fifth media to the device, receiving a third ad file associated with the fifth media file as one of the plurality of ad files received at the device; and

when a sixth media file does not have an ad requirement, after receiving the sixth media at the device, not delivering an ad file associated with the sixth media file to the device.

166. (new) The method of claim 164 wherein the automatically generating at the device a first sequencing of ad files comprises a position of where the fifth ad file will be played by the media player program.

167. (new) A method of delivering ads on an electronic device comprising:

providing a plurality of media files available for download by an electronic device;

allowing a user to select a first media file of the plurality of media files for download;

receiving the first media file at the electronic device;

storing the first media file in a memory of the device;

receiving a plurality of ad files to the electronic device for storage in the memory of the device;

at the device, based on ad positioning rules, automatically generating at the device a first sequencing of ad files to be played during playing of the first media file using a media player program;

after generating at the device the first sequencing of ad files, permitting the user to navigate playing within the first media file; and

upon the user navigating within the first media file, automatically generating at the device a second sequencing of ad files to be played during a continued playing of the first media file,

wherein the second sequencing of ad files is different from the first sequencing of ad files.

168. (new) The method of claim 167 wherein the first media file does not include any embedded ads.

169. (new) The method of claim 167 the first sequencing of ad files to be played during playing of the first media file specifies

stopping of playing of the first media file at a first elapsed time of the first media file and displaying of a first ad file,

after the displaying of the first ad file, resuming playing of the first media file at the first elapsed time,

stopping of playing of the first media file at a second elapsed time of the first media file, different form the first elapsed time, and displaying of a second ad file, and

after the displaying of the second ad file, resuming playing of the first media file at the second elapsed time.

170. (new) The method of claim 167 comprising:

allowing the user to select a second media file of the plurality of media files for download; and

receiving the second media file at the electronic device,

wherein the automatically generating at the device a first sequencing of ad files comprises specifying that a third ad file be played after an end of the first media file and before a beginning of the second media file.

171. (new) The method of claim 167 wherein the user navigating the playing of the first media file comprises fast forwarding a playing of the first media file using the media player program.

172. (new) The method of claim 167 wherein the user navigating the playing of the first media file comprises changing to a next chapter in a playing of the first media file using the media player program.

173. (new) The method of claim 167 wherein the first sequencing of ad files comprises a first ad file to be played at a first elapsed time of the playing of the first media file,

the user navigating playing of the first media file comprises skipping to an elapsed time in the first media file after the first elapsed time, and

the second sequencing of ad files comprises the first ad file to be played at a second elapsed time, different from the first elapsed time.

174. (new) The method of claim 173 wherein the second elapsed time is before the first elapsed time.

175. (new) The method of claim 167 wherein the ad positioning rules specify playing an ad file at a fade-to-black point occurring in the first media file.

176. (new) The method of claim 167 wherein the ad positioning rules specify playing an ad file at markers located within the first media file.

177. (new) The method of claim 167 comprising:

before the automatically generating the first sequencing of ad files, receiving the ad positioning rules at the device,

wherein the second sequencing of ad files is automatically generated without receiving different ad positioning rules than used when generating the first sequencing of ad files.

178. (new) The method of claim 167 wherein the ad positioning rules are stored at the device.

179. (new) The method of claim 167 comprising:

before the automatically generating at the device the first sequencing of ad files, receiving in a memory of the device the ad positioning rules, wherein the first sequencing of ad files comprises only ad files wholly stored in the memory of the device.

180. (new) The method of claim 167 comprising:

at the device, playing a first ad file stored in the memory of the device as specified in the first sequencing of ad files, wherein the first ad file is played without streaming of the first ad file.

181. (new) The method of claim 167 wherein the first media file is entirely received in the memory of the device before beginning playing of the first media file the media player program.

182. (new) The method of claim 167 wherein permitting the user to navigate playing within the first media file comprises paging forward or paging backward within the first media file.

183. (new) The method of claim 167 wherein the ad positioning rules specify an ad after a specified number of page turns.

184. (new) A method of delivering ads on an electronic device comprising:

providing a plurality of media files available for download by an electronic device;

allowing a user to select a subset of the plurality of media files for download;

receiving the subset of media files at the electronic device;

storing the subset of media files in a memory of the device;

receiving a plurality of ad files at the electronic device for storage in the memory of the device;

at the device, permitting a user to select a first ordering of the media files stored in the memory for playing by a media player program; and

for the first ordering, based on ad positioning rules, using a processor of the device, automatically generating a first sequencing of ad files to be played during playing of the media files in the first ordering.

185. (new) The method of claim 184 comprising:

after generating at the device the first sequencing of ad files, permitting the user to alter the first ordering to create a second ordering of the media files,

wherein the user can alter the first ordering by navigating using the media player from within the first media file to another media file, and

wherein the user can alter the first ordering by navigating within the first media file.

186. (new) The method of claim 184 wherein in the first sequencing of ad files, a first ad file is to be played before a beginning of a first media file, and while the first ad file is being played by the media player, the user is not permitted to navigate using the media player, and

after the first ad file has been player by the media player, and the first media file is being played, the user is permitted to navigate using the media player.